

Profit forecast as a tool to improve enterprises competitiveness

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Abstract

This article is devoted to the analysis and model forecasting of enterprise profits to enhance its competitiveness using the meat processing industry as a case study. The research, based on correlation analysis identifies factors generating business profits; builds a dynamic regression profit equation taking into account the economic performance of the enterprise; proposes a model for managing the process of enterprise competitiveness improvement which includes a constant and continuous monitoring and analysis of the company marketing strategy.

Keywords

Company competitiveness, Competitiveness forecasting methods, Competitiveness indicators, Dynamic regression equation, Economic efficiency, Enhancement of efficiency, Enterprise profit, Meat processing, Model for managing the process of enterprise competitiveness improvement